

CIGARETTE PACKAGING AND MODALITY

If it were the cigarette companies who chose what warnings would be printed on cigarette packaging, which would they most prefer ? Why ?

Place the statements on a continuum that shows the statement most favoured by the cigarette companies ranging up to the least favoured, which in turn would be the statement most favoured by government authorities and vice versa.

There is a link between smoking and death

Some people who smoke die earlier than some people who don't

Smoking kills

Some evidence suggests that smoking causes some fatal diseases

Smoking is bad for health

Smoking might increase your chances of an early death

Smoking has been known to affect some people's health

A few researchers have linked smoking to a few diseases that can be fatal